

Message Text

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ACTION EB-07

INFO OCT-01 ARA-06 ISO-00 PRS-01 SS-15 SP-02 L-02 INR-07

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC PRIORITY 6911

LIMITED OFFICIAL USE MEXICO 2684

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E.O. 11652: N/A

TAGS: ETRD, EAGR

SUBJECT: 1974 MEAT IMPORT PROGRAM

1. UNFORTUNATELY COINCIDING WITH OUR EFFORTS GET GOM AGREE TO REVISED VOLUNTARY MEAT EXPORT QUOTAS, MEXICO CITY MAJOR DAILY EXCELSIOR GAVE HEADLINE TREATMENT MARCH 27 TO DETERIORATING OPPORTUNITIES FOR EXPORT OF MEXICAN CATTLE TO U.S.

2. UNDER FULL HEADLINE READING "MORE THAN 700,000 HEAD OF CATTLE IN NORTHERN STATES WITHOUT MARKET," FRONT-PAGE ARTICLE GOES ON TO DESCRIBE HOW DROP IN CATTLE PRICES IN U.S. WILL CAUSE LOSS OF SALES OF MORE THAN 700,000 FEEDER CATTLE.

3. ARTICLE SAYS THAT LESS THAN 10 PERCENT OF MEXICAN EXPORT QUOTA OF 800,000 HEAD HAS BEEN USED. IN CHIHUAHUA, FOR EXAMPLE, WHEN ANNUAL EXPORT QUOTAS USUALLY EXHAUSTED BY NOW, ONLY 11,000 OUT OF AN ALLOWABLE 250,000 HEAD HAVE BEEN EXPORTED.

4. BECAUSE OF LACK OF FACILITIES AND INABILITY TO COMPETE WITH AUSTRALIA AND NEW ZEALAND IT IS NOT CONSIDERED PRACTICAL TO ATTEMPT SHIP TO OTHER WORLD MARKETS.

5. COMMENT: THIS PUBLICITY POINTS UP MAJOR PROBLEM GOM
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WOULD EXPERIENCE IN MAKING ANY PUBLIC ADJUSTMENT TO PREVIOUSLY

ANNOUNCED EXPORT QUOTAS. AT MOMENT, LOW SALES ARE PROPERLY
BLAMED ON MARKET CONDITIONS, BUT THIS FOCUS COULD EASILY BE
SHIFTED TO USG.
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Message Attributes

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